



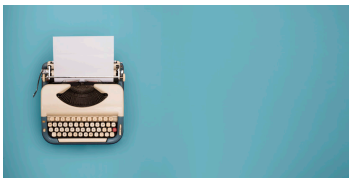
Tammi Krone <trkrone1@gmail.com>

SITE Minnesota Summer News 2024

1 message

Tammi <trkrone@helmsbriscoe.com>
Reply-To: Tammi <trkrone@helmsbriscoe.com>
To: trkrone1@gmail.com

Tue, Jul 9, 2024 at 8:13 AM

**INSIDE THIS ISSUE****Letter from the President**

Nancy Chrismer checks in and gives updates on the latest from SITE Minnesota.

**Eduation Day - LAST CHANCE TO REGISTER!**

We're embracing the Olympic theme this year, as there are so many similarities between the Olympic movement and our industry.



**Incentive
Travel Index**

Incentive Travel Index Survey Closing Soon!

SITE Global needs YOU! This survey provides an opportunity for incentive travel industry

professionals worldwide to share their insights, aiding in our collective understanding of how to generate more business and expand our industry.

LETTER FROM THE PRESIDENT



I hope you're all enjoying the summer! It's hard to believe the first half of the year has already passed, but exciting to think that our signature Education Day event is only a few weeks away (July 22-23, 2024). With that in mind, be sure to [register](#) before it's too late! In addition to the anticipation of Education Day, the Twin Cities is buzzing with excitement having hosted 2024 United States Olympic gymnastics team trials just last week.

The 2024 Olympic Games officially begin on July 26th, but you can start cheering early because we have 2018 Olympic Gold Medalist Tyler George, US Curling Team speaking at Education Day!

This year is full of great opportunities to meet at SITE events. I was fortunate to attend the 11th Annual SITE Texas Technology & Innovation Summit in Vancouver in late April. In just a couple of weeks, SITE Global is hosting their signature Incentive Summit Americas in St. John's, Newfoundland. And SITE Minnesota is excited to be hosting our Fall Sip & SITE at Bear Cave Brewing Co. on October 22 followed by our Holiday event at the American Swedish Institute on December 4. We can't wait to see you there.

Looking forward to 2025, if you have venue recommendations for SITE Minnesota events, we'd love to hear from you!

Nancy Chrismer

2024 SITE Minnesota Chapter President

NEWS FROM SITE GLOBAL



Incentive Travel Index

SITE GLOBAL has launched what is arguably the most important initiative we undertake each year – **to understand the current and future state of the Incentive Travel Industry through the Incentive Travel Index (ITI) survey.**

Why is this important?

This survey allows global professionals in the incentive travel industry to contribute perspectives that can help us all better understand how to generate more business and grow our industry.

How can you help?

1. Schedule 5-10 minutes to take the survey. Your voice matters!
2. Send the below link to 3-5 colleagues and customers in the incentive travel industry (*they need not be members*) and ask them to complete.

Good decisions are made based on good data. And the more respondents we have to this survey, the better our data will be.

HURRY! The survey will be closing soon!

TAKE THE SURVEY



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Lorraine Bellas Regional Director, Meetings & Incentives

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SITE MINNESOTA EDUCATION DAY



Just three days after SITE Minnesota's annual marquee event, the Opening Ceremony for the 2024 Olympic Games will take place. We're embracing the Olympic theme this year, as there are so many similarities between the Olympic movement and our industry. There will be great speakers, "sprint" roundtables, unparalleled networking and even some sweatworking!

Based on survey feedback from last year's event, you wanted to move around more, have more networking time and interact with a greater number of people. Well, get your sneakers on! No business attire allowed, not even business casual... wear your favorite athleisure and most importantly, show your Olympic spirit with a "national pride" shirt (Team USA, Team Mexico, Paris 2024... you

get the idea) or even your country's flag colors. It's all about representing your country, so show it off in a big way!

AGENDA

Day 1 - Monday, July 22 from 4:30-7:30 PM: Networking Kickoff Event at The Fair on 4 at the Mall of America (4th floor east side / easy and convenient parking on levels 5 & 6 of the East Side Parking Ramp) – Athleisure gear also encouraged, as we'll be axe-throwing and go-karting!

Day 2 - Tuesday, July 23: Education Day at Hyland Hills Chalet, [8800 Chalet Road, Bloomington MN 55438](#)

ABOUT OUR KEYNOTE SPEAKERS:

Tyler George - 2018 Olympic Gold Medalist US Curling Team, will be our kick off keynote speaker.

Jim Spellos - Everything You Need to Know About Artificial Intelligence, But Didn't Know to Ask

Generative Artificial Intelligence's impact has been enormous to all industries, including hospitality. We will learn to harness the AI Revolution to achieve 'peak performance' in this interactive session with impactful takeaways. Remember, AI won't replace you or make you irrelevant, but not using it might!

Jerome (Romey) Wade - Altitude Advantage

From the heart-pounding world of glider flight, immerse yourself in a universe of intrigue, inspiration, and innovation. Brace yourself for a journey that will catapult you to new levels of impact and results! Uncover 'Peak Performance' with a new way of thinking that propels your business to heights previously unimaginable.

REGISTER

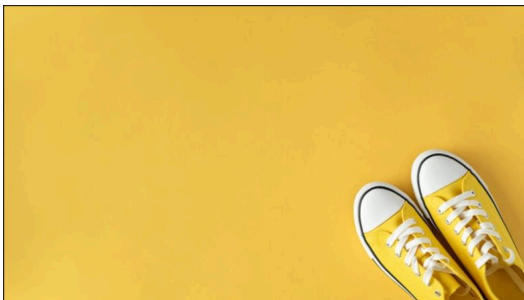
GIVE TO THE LINK



SITE Minnesota's charitable partner, [THE LINK](#), urgently needs full-size bottles of the following items: Body Wash, Lotion, or Deodorant.

Please join us in showing generosity by bringing your donations to Education Day!

WHAT TO WEAR & WHY



By Susan Barnes, CIS

As we gear up for our upcoming education conference, we are excited to announce that the dress code will be *Athleisure*! This new, relaxed dress code aims to create a comfortable and dynamic

environment for all attendees, allowing everyone to focus on learning and networking without the constraints of traditional business attire.

Adopting casual dress for work functions offers a multitude of benefits that can significantly enhance the overall atmosphere and effectiveness of corporate events. One of the primary advantages is the promotion of a relaxed and inclusive environment. When employees and attendees dress casually, it breaks down the hierarchical barriers often associated with formal attire. This fosters open communication, encourages creative thinking, and allows participants to feel more comfortable and engaged. As a result, meetings and events become more dynamic and productive, with attendees more willing to share ideas and collaborate freely.

Additionally, casual dress can lead to improved morale and satisfaction among employees. In an era where work-life balance is highly valued, allowing casual attire at work functions demonstrates a company's understanding and flexibility. This can boost employee morale, as it reflects a workplace culture that values comfort and individuality. Furthermore, for meeting planners, casual dress requirements simplify logistics and planning. There is less need to coordinate specific dress codes, reducing stress for both organizers and attendees. Overall, embracing casual dress at work functions can create a more enjoyable, efficient, and positive experience for everyone involved.

By Susan Barnes, CIS

Ritz Carlton O'ahu Turtle Bay



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Our LOCATIONS

CALIFORNIA Napa Valley Sonoma County
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TEXAS San Antonio Houston Austin Dallas Arlington
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INTERNATIONAL TRADE, GEOPOLITICAL UPHEAVAL

Connecting the Dots is a series of monthly conversations with [Michael Dominguez](#), President and CEO of Associated Luxury Hotels International. The series examines issues in the global economy in 2024 that will “connect the dots” to be helpful not only in business but in life as well. In this installment, [Tim Altbaum](#), Founder and CEO at Vario, a full-service A/V and production company, sat down with Mike to discuss the impact of international events including shipping, terrorism, trade and the global economy. Altbaum is president-elect of the MPI DFW Chapter, a former board member of NACE, and holds CSEP, CMP, HMCC and CMM designations. [READ MORE...](#)

SUSTAINABILITY





On a cold and wet Saturday morning in April, Jen Johnson and Shay Farmer met on West River Parkway in Minneapolis to participate in an Earth Day Clean-Up event. With a great even turnout, Shay and Jen had to venture off-trail to gather garbage along the shoreline resulting in some muddy shoes and slippery situations. In all, they were able to make an impact on the local community by cleaning up the Mississippi shoreline to ensure continued enjoyment by people and wildlife.




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SITE MINNESOTA IN CHICAGO



SITE Minnesota members James St. Peter, Jennifer Summers, and Jeff Canham had the opportunity to attend the SITE Chicago Summer Education Event on June 4 at the Bassment in Chicago. The event featured excellent networking with sponsors and SITE Chicago members. A special highlight was the educational programming presented by Rock & Roll Team Building. It was a fantastic event! Thank you to SITE Chicago for delivering such a great program!

BECOME A 2024 SPONSOR



Are you looking for an opportunity to network with one of the largest chapters of buyers? With budget season upon us, SITE Minnesota has put together some fantastic opportunities to gain traction in the Twin Cities marketplace.

There's never been a better time to be a part of the exciting things happening with our buyer-heavy chapter. Request the deck that outlines all the benefits of supporting our chapter; please review the sponsorship opportunities currently available to see where you can contribute to our continued success. We have great networking and educational events planned, and a limited number of sponsorship opportunities available, so don't miss out on the chance to be a part of SITE Minnesota!

If you aren't able to sponsor, we hope that you will strongly consider attending our events and please bring your colleagues! Our chapter boasts a fantastic buyer-to-supplier ratio and is committed to creating an environment that fosters relationships which, in turn, deliver business results.

Thanks in advance for your support of SITE Minnesota, where business is done 1:1!

DOWNLOAD PROSPECTUS



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Lynn Pavony, Chief Sales Officer
lpavony@rmcdmc.com

MEMBERS SPOTLIGHT



Jordan Conlin
Augeo Marketing | Design & Purchasing Manager

Location: Minneapolis, Minnesota

Years in the industry: 2.5 years with Augeo (third party), 10 years working on property for hotel brands (Marriott, Hilton, Carlson, IHG)

Quick Fact Bio: I was adopted from South Korea at 6 months and attended college at UW-Stout, majoring in Business Administration. My first stop in the industry was working front desk/ night audit at the Holiday Inn St. Paul Downtown. I recently started brewing my own Kombucha and have run a Ragnar Relay.

Fun Fact: I've volunteered in the past for Make-A-Wish MN and also Big Brothers Big Sisters Twin Cities.

Why did you join SITE MN: Coming from the local hotel scene, I was looking for a way to expand my network on this side of the industry. Some of my favorite events have been Education Day & SITE ISA.

What is your favorite destination for vacation: Anything with a great view, craft beverages and a story to tell. I'll hopefully be checking out Antelope Canyon with friends in the next year.

What destination is on your bucket list: Asia

You can find Jordan here: [Jordan Conlin | LinkedIn](#)



Chris Wagner
**Melia Hotels International | Director of
Global Sales - Incentive Travel, Groups &
Meetings**

Location: Minneapolis, Minnesota

Years in the industry: 30+

Fun Fact: Chris' love for sports continues since his coaching days for his now grown children Drew & Paige. You can find Chris on many weekends volunteering refereeing football, basketball, volleyball, and baseball games for his local youth sports community.

Why did you join SITE MN: I joined SITE Minnesota for the amazing networking opportunities that fosters lifelong personal & professional relationships. SITE Minnesota also offers an opportunity to stay in touch with industry knowledge & trends while offering incredible professional development. I am so excited to be a SITE Minnesota member and encourage all my fellow members to become involved with serving on a committee 😊

What is your favorite destination for vacation: Maui..."hang loose my friend"

What destination is on your bucket list: Scotland for some R&R filled with links style golf, fish & chips, & a pint of good beer!

You can find Chris here: [Chris Wagner | LinkedIn](#)

YOUNG LEADERS CONFERENCE AT IMEX



Founder of the SITE Minnesota chapter, Jane Schuldt was a mentor to all in the MICE industry. This scholarship seeks to honor her passion, vision, and loyalty that shaped the industry.

In honor of Jane's legacy, SITE Minnesota presents the Jane Schuldt Leadership Scholarship, a sponsorship for one Minnesota Young Leader to attend the SITE Young Leaders Conference held at IMEX America in Las Vegas, NV.

The SITE Young Leaders' Program is a global community of industry professionals aged 35 years or younger. By participating in the SITE Young Leaders' Program, individuals will receive education and networking opportunities that appeal directly to those who are new to the industry. Our mission: to create a strong group of individuals who will not only become leaders in SITE and their local SITE Chapters, but in the greater industry as a whole.

APPLY NOW

BECOME A SITE MEMBER TODAY



WHAT DOES A SITE MEMBERSHIP DO FOR ME?

Education and certification opportunities help you build skills and stand out from the competition

- Learn ways to improve your business through online educational resources
- Take part in educational sessions at SITE events, led by industry experts
- Deepen your knowledge of the industry by becoming a Certified Incentive Specialist (CIS) or Certified Incentive Travel Professional (CITP)
- Access to the right incentive customers will take your business further
- Make valuable connections with like-minded peers in our members-only

database

- Access a global community of professionals at SITE events around the world

JOIN NOW



UPCOMING EVENTS

SITE Incentive Summit Americas (ISA)

July 15 - 18, 2024

St. John's, NL, Canada

SITE Minnesota Education Day

July 22 - 23, 2024

SITE Classic

September 9 - 12, 2024

Miami Beach, FL

SITE Minnesota Fall Sip & Site

October 22, 2024

[Bear Cave Brewing Co.](#)

SITE Minnesota Holiday & CSR Event

December 4, 2024

[American Swedish Institute](#)

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